

Applicant : Miller
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Attorney's Docket No.: 10001634-1

In the Claims:

Please amend claims 1, 11, 12, 14, 15, 17 and 20 as indicated below:

1. (Fourth Amendment) A method creating a computer graphic display useful for [of]displaying information about a multitude of different customers comprising the process steps of:

for each customer, downloading from a web server [receiving] a set of numeric values, each associated with parameters including a recency indicator, and an advocacy indicator;

decaying the numeric value associated with the recency indicator over time according to an absence of activity by each customer;

increasing the numeric value associated with the recency indicator over time according to recent activity by each customer

for each customer, generating a symbol;

wherein the symbol's movement dynamically changes,

arranging a [the] plurality of symbols spatially to create at least one cluster in a galaxy layout according to a polar coordinate system based on the numeric values;

displaying the galaxy layout on a display device to distinguish trends and patterns in customer behavior; [and]

wherein said galaxy layout contains visual representations of patterns and movement corresponding to trends in customer behavior,

manipulating said computer graphic by a user to identify one or more customer groups to be part of a marketing campaign, based upon identification of said cluster within a region of space in the galaxy layout,

said customer group being further identified by customers within a user defined radius of the origin of said cluster.

[selecting customers to be part of a marketing campaign based upon a region of space in the galaxy layout containing visual clusters, patterns and movement corresponding to the trends and patterns in customer behavior.]

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11. (Fourth Amendment) A computer readable memory operable to facilitate displaying information about a multitude of different customers comprising:

a first set of instructions to download from a web server [receive], for each customer, a set of numeric values, each associated with parameters including a recency indicator, and an advocacy indicator;

a second set of instructions to generate, for each customer, a symbol wherein the symbol's movement is capable of changing dynamically;

a third set of instructions to decay the numeric value associated with the recency indicator over time according to an absence of activity by each customer;

a fourth set of instruction to increase the numeric value associated with the recency indicator over time according to recent activity by each customer

a fifth set of instructions to arrange a plurality of the symbols spatially to create at least one cluster in a galaxy layout according to a polar coordinate system based on the numeric values;

a sixth set of instruction to display the galaxy layout on a display device to distinguish trends and patterns in customer behavior; [and]

wherein said galaxy layout contains visual representations of patterns and movement corresponding to trends in customer behavior,

a seventh set of instructions invoked by a user to manipulate said display of information to identify one or more customer groups to be part of a marketing campaign, based upon identification of said cluster within a region of space in the galaxy layout, said customers group being further identified by customers within a user defined radius of the origin of said cluster.
[select customers to be part of a marketing campaign based upon a region of space in the galaxy layout containing visual clusters, patterns and movement corresponding to the trends and patterns in customer behavior.]

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12. (Amended) The apparatus of claim 11 including a eighth [sixth] set of instructions to generate the numeric values based on an Internet communication activity of the customer.

14. (Amended) The apparatus of claim 12 including a ninth [seventh] set of instructions to convert initial data based on the communication activity to a limited data set of the numeric values.

15. (Amended) The apparatus of claim 14 including a tenth [eighth] set of instructions to receive additional data based on further communication activity, and to modify the numeric values based on the additional data.

17. (Amended) The apparatus of claim 16 [15] wherein the characteristic is selected from a group comprising motion, color, size, shape, length, direction, intensity.

20. (Amended) The apparatus of claim 11 including a eleventh [ninth] set of instructions to select a subgroup of customers based on a spatial region in which their corresponding symbols reside.